

ORDINANCE NO. 2004-21

**Authorizing City Manager to Negotiate a Contract
With the National Research Center, Inc.
To Undertake a Takoma Park Citizen Survey**

WHEREAS, a survey of the residents of Takoma Park regarding a number of topics, including perceptions of the community, perceptions of the quality of City customer service, and preferred means of obtaining information on City issues and services, was identified as an implementation step under the FY04 Broadening Citizen Involvement/ Communication Council Goal; and

WHEREAS, in general, and because of the coming transition in City Government, a survey that is conducted to yield statistically valid data at the Ward level is required in order to establish a baseline from which to measure and compare resident opinions in the future; and

WHEREAS, four firms responded to a Request for Proposals to conduct such a survey in May, 2004; and

WHEREAS, the proposal submitted by National Research Center, Inc. (NRC) was ranked highest in meeting the specifications included in the Request for Proposal and highest in meeting the needs of Takoma Park by a selection committee comprised of four City staff members and one member of the Public Safety Citizens Advisory Committee; and

WHEREAS, the cost of the NRC mail survey proposal with 6-page questionnaires in both English and Spanish is \$29,928; and

WHEREAS, NRC is agreeable to some negotiation over the price of the survey, depending on the process used, and the number and types of questions asked, which are yet to be determined; and

WHEREAS, the City would like to proceed with undertaking a citizen survey soon, before major community policing initiatives are announced and promoted, to provide a “pre-test” of community perceptions of safety and police service.

**NOW, THEREFORE BE IT ORDAINED BY THE COUNCIL OF THE CITY OF
TAKOMA PARK, MARYLAND THAT**

SECTION 1. The City Manager is authorized to negotiate and enter into a contract with National Research Center, Inc. of Boulder, Colorado to undertake a citizen survey for a price not to exceed Thirty Thousand Dollars (\$30,000); AND

SECTION 2. Funds for this project in the amount of Thirty Thousand Dollars (\$30,000) be charged to Budget Account No. 9000-7006.

Adopted this 14th day of June, 2004

AYE: Porter, Austin-Lane, Barry, Elrich, Mizeur, Williams

NAY:

ABSTAINED:

ABSENT: Seamens